



CLEAN TECHNOLOGY AND THE GREEN ECONOMY

Growing Products, Services, Businesses and
Jobs in California's Value Network

MARCH 2008

Prepared for



LMI Advisory Group Meeting

April 10, 2008

THE CONTEXT

- Rising energy costs, national energy security, worry over environment, fears of economic slow-down.
- Is it a choice of either good for the environment or good for the economy?
- California's green economy tells us otherwise.

THE GREEN ECONOMY

DRIVING THE GROWTH

- The potential of new technologies
- Innovative public policy and strategic investment

RESULTS

- Growth of new markets for green products and services
- Reinvigorating slowing markets
- Widening application of new technologies

**GENERATE
ENERGY FROM
RENEWABLE
RESOURCES**

**LIMIT
NEGATIVE
IMPACT ON
ENVIRONMENT**

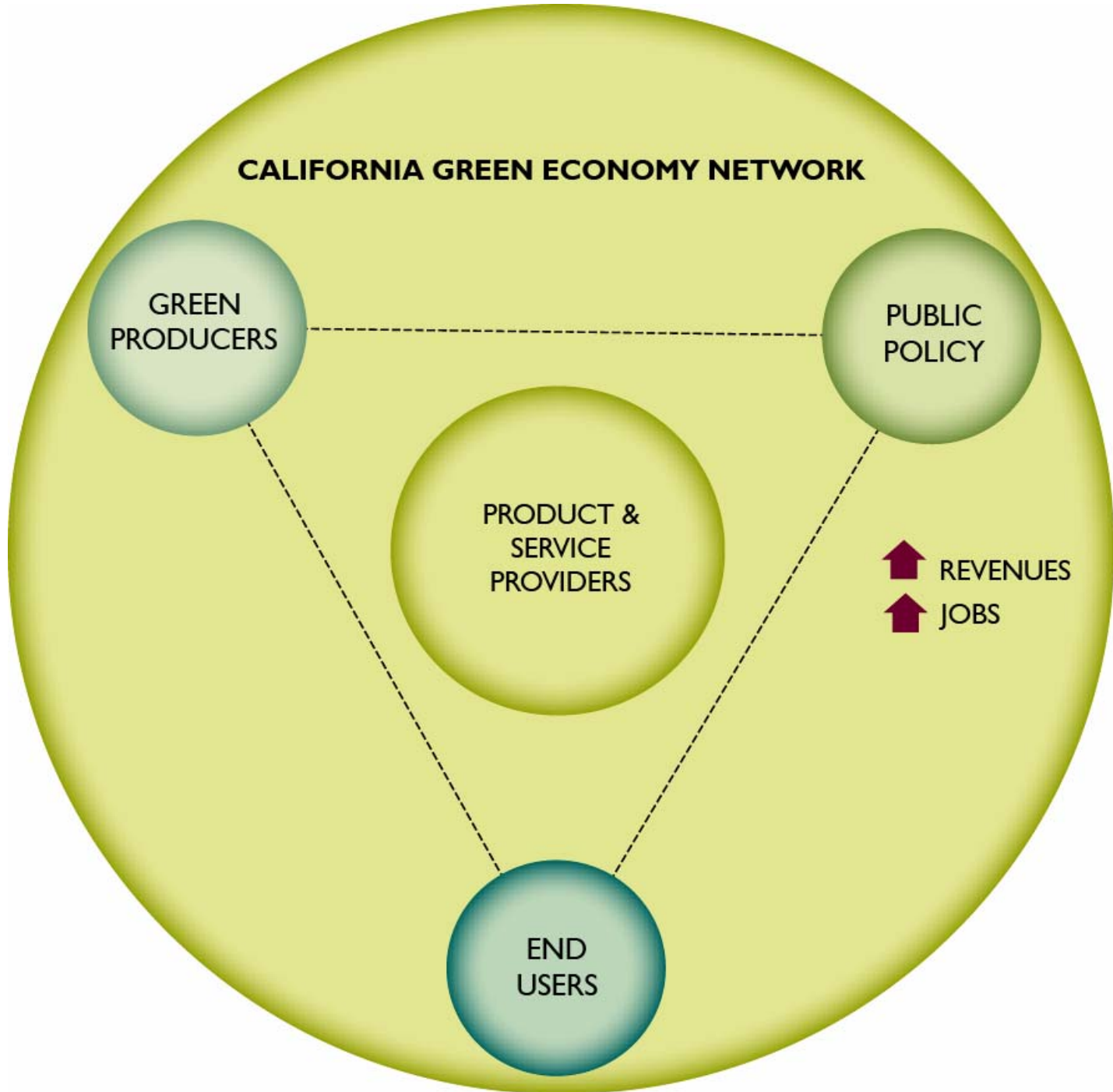
**ENHANCE
ENERGY
EFFICIENCY**



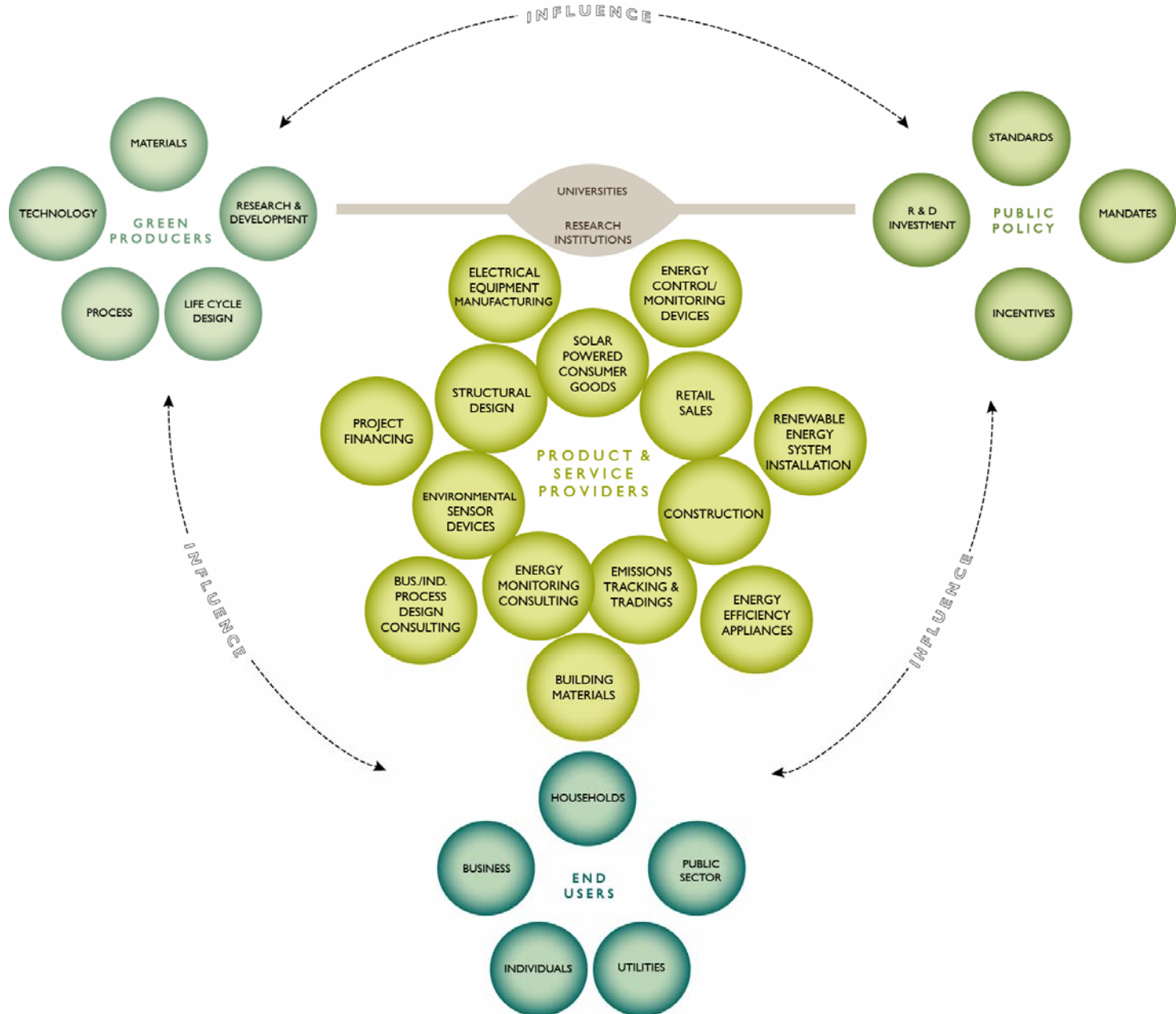
**GREEN
ECONOMY**

**CONSERVE
NATURAL
RESOURCES**

**EXPAND
ENERGY
STORAGE
CAPACITY**

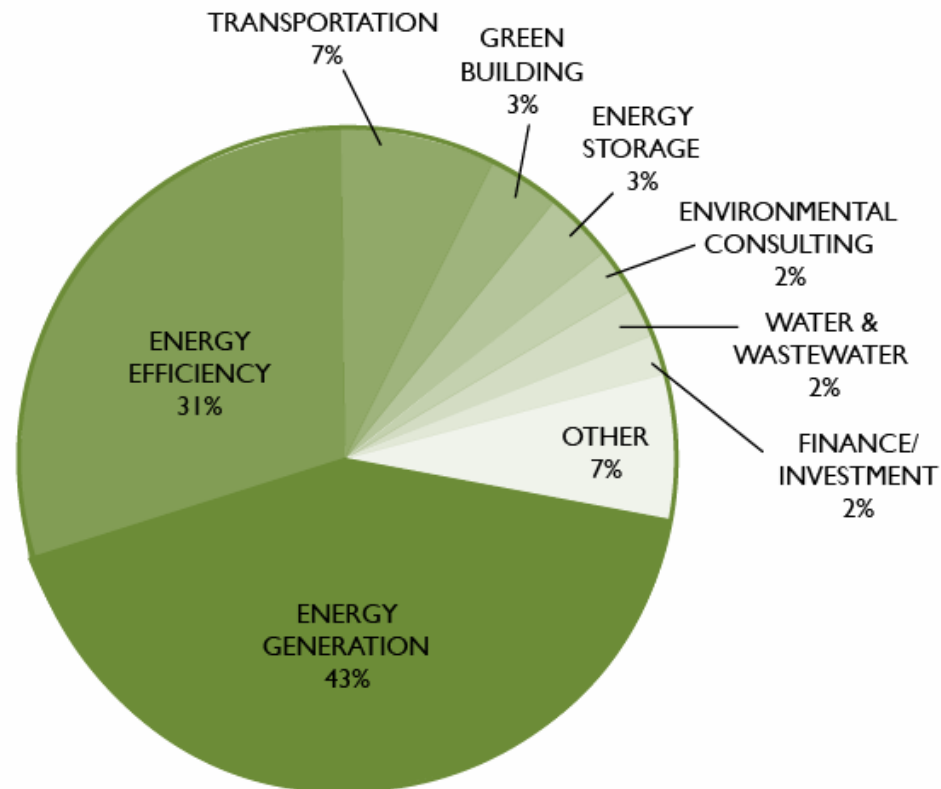


CALIFORNIA GREEN ECONOMY VALUE NETWORK



GREEN TECHNOLOGY ESTABLISHMENTS BY GREEN SECTOR

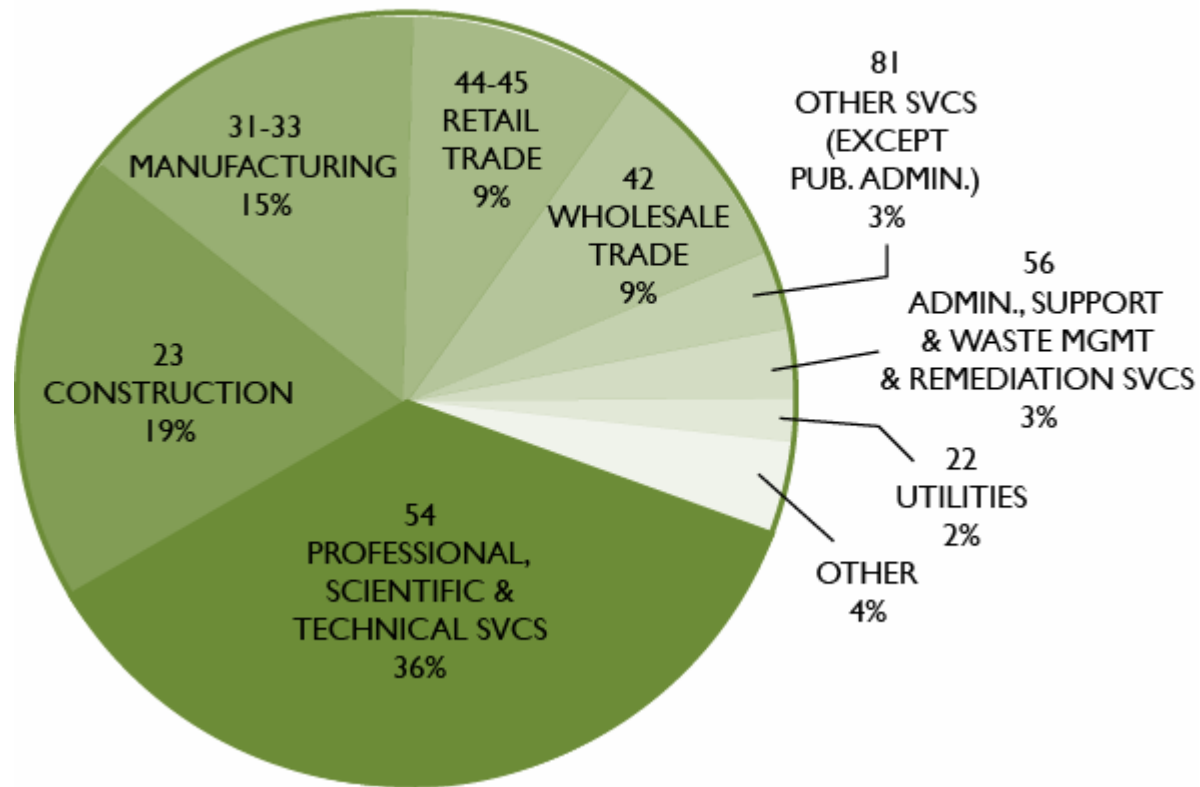
**GREEN TECHNOLOGY ESTABLISHMENTS
BY GREEN SECTOR**



Source: National Establishment Time Series
Analysis: Collaborative Economics

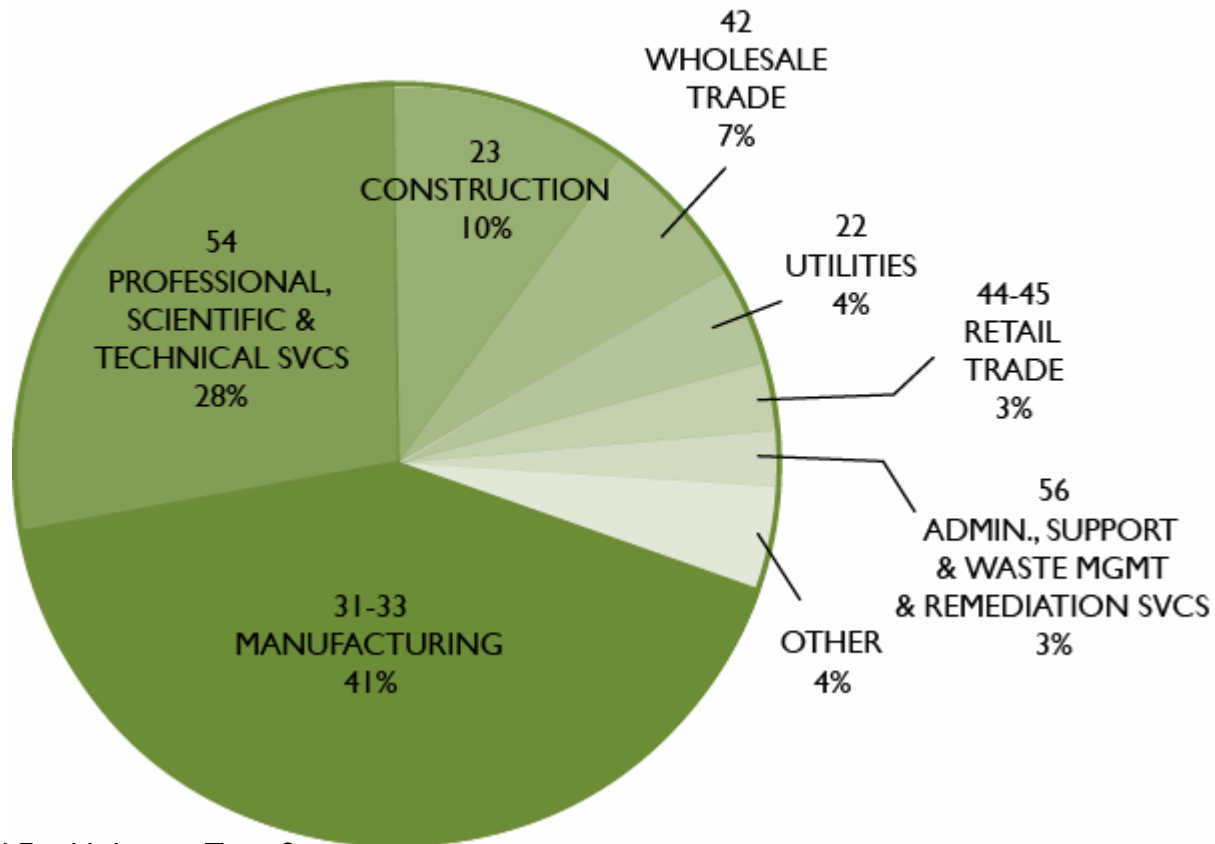
GREEN BUSINESS ESTABLISHMENTS BY INDUSTRY SECTOR

**GREEN BUSINESS ESTABLISHMENTS
BY INDUSTRY SECTOR**



EMPLOYMENT IN GREEN BUSINESS ESTABLISHMENTS BY INDUSTRY SECTOR

**EMPLOYMENT IN
GREEN BUSINESS ESTABLISHMENTS
BY INDUSTRY SECTOR**



Source: National Establishment Time Series
Analysis: Collaborative Economics

TOP INDUSTRIES FOR GREEN COMPANIES

MANUFACTURING		52%	
NAICS		Establish- ments	Employ- ment
334413	Semiconductor and Related Device Manufacturing	12%	18%
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals	7%	11%
335121	Residential Electric Lighting Fixture Manufacturing	0%	10%
335911	Storage Battery Manufacturing	3%	6%
334512	Automatic Environmental Control Manufacturing for Residential, Commercial, and Appliance Use	5%	4%
333611	Turbine and Turbine Generator Set Unit Manufacturing	2%	3%

Source: National Establishment Time Series
Analysis: Collaborative Economics

TOP INDUSTRIES FOR GREEN COMPANIES

PROFESSIONAL SCIENTIFIC, AND TECHNICAL SERVICES		75%	
NAICS		Establish- ments	Employ- ment
541690	Other Scientific and Technical Consulting Services	56%	38%
541330	Engineering Services	14%	19%
541710	Research and Development in the Physical, Engineering, and Life Sciences	13%	15%
541380	Testing Laboratories	0%	3%

TOP INDUSTRIES FOR GREEN COMPANIES

CONSTRUCTION		87%	
NAICS		Establish- ments	Employ- ment
238220	Plumbing, Heating, and Air-Conditioning Contractors	55%	53%
238210	Electrical Contractors	28%	29%

WHOLESALE TRADE		75%	
NAICS		Establish- ments	Employ- ment
423690	Other Electronic Parts and Equipment Merchant Wholesalers	13%	30%
423720	Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers	34%	16%
423120	Motor Vehicle Supplies and New Parts Wholesalers	3%	15%
423610	Electrical Apparatus and Equipment, Wiring Supplies, and Related Equipment Merchant Wholesalers	19%	14%

Source: National Establishment Time Series
Analysis: Collaborative Economics

EXAMPLE OCCUPATIONS IN CA'S GREEN INDUSTRY

Occupational Title	Median Annual Earnings	Percentage of All Jobs in Green Industry
Carpenters	\$46,307	2.5%
Construction Laborers	\$33,096	1.9%
Computer Software Engineers, Applications	\$88,084	1.4%
Maintenance and Repair Workers, General	\$38,423	1.2%
Electricians	\$52,859	1.0%
Plumbers, Pipefitters, and Steamfitters	\$47,439	0.9%
Business Operations Specialists, All Other	\$61,396	0.8%
Computer Software Engineers, Systems Software	\$92,542	0.7%
First-Line Supervisors/Managers of Production and Operating Workers	\$52,072	0.7%
Management Analysts	\$73,816	0.6%
Inspectors, Testers, Sorters, Samplers, and Weighers	\$32,041	0.6%

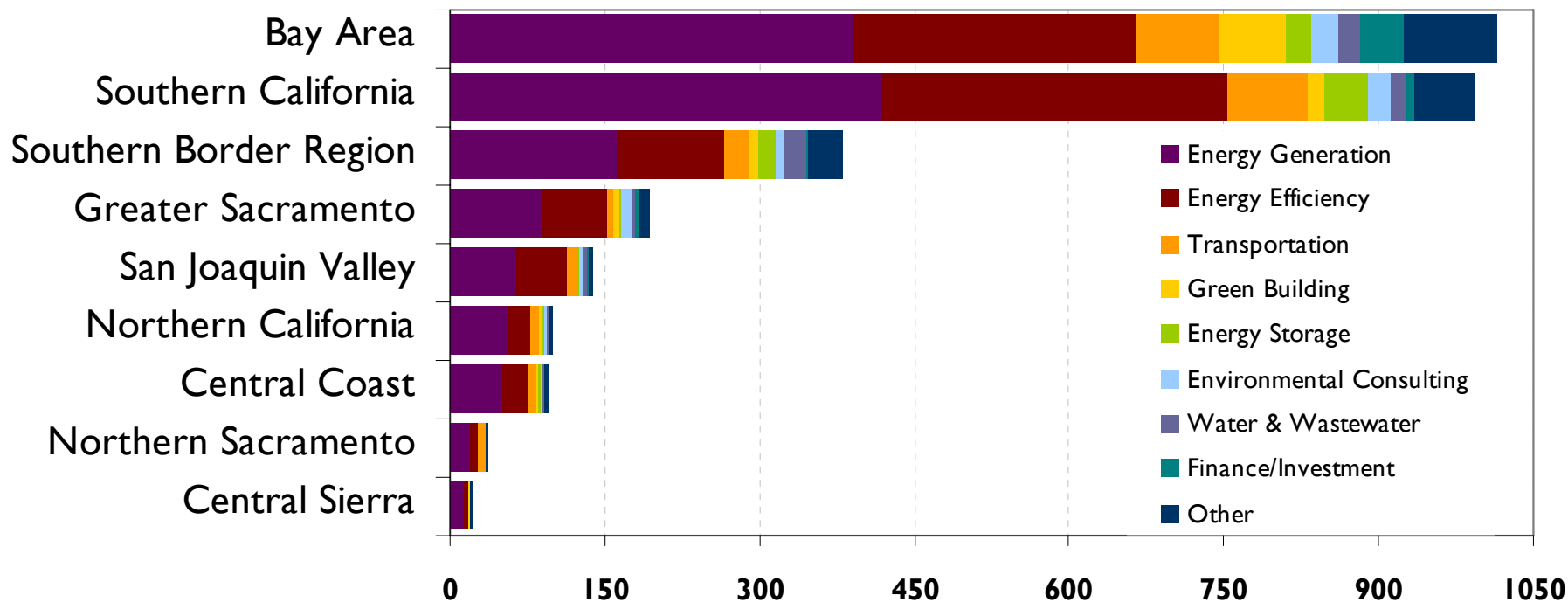
Source: National Establishment Time Series

Analysis: Collaborative Economics

GREEN ESTABLISHMENTS BY CREP REGION

Green Technology by CREP Region

Current Establishments



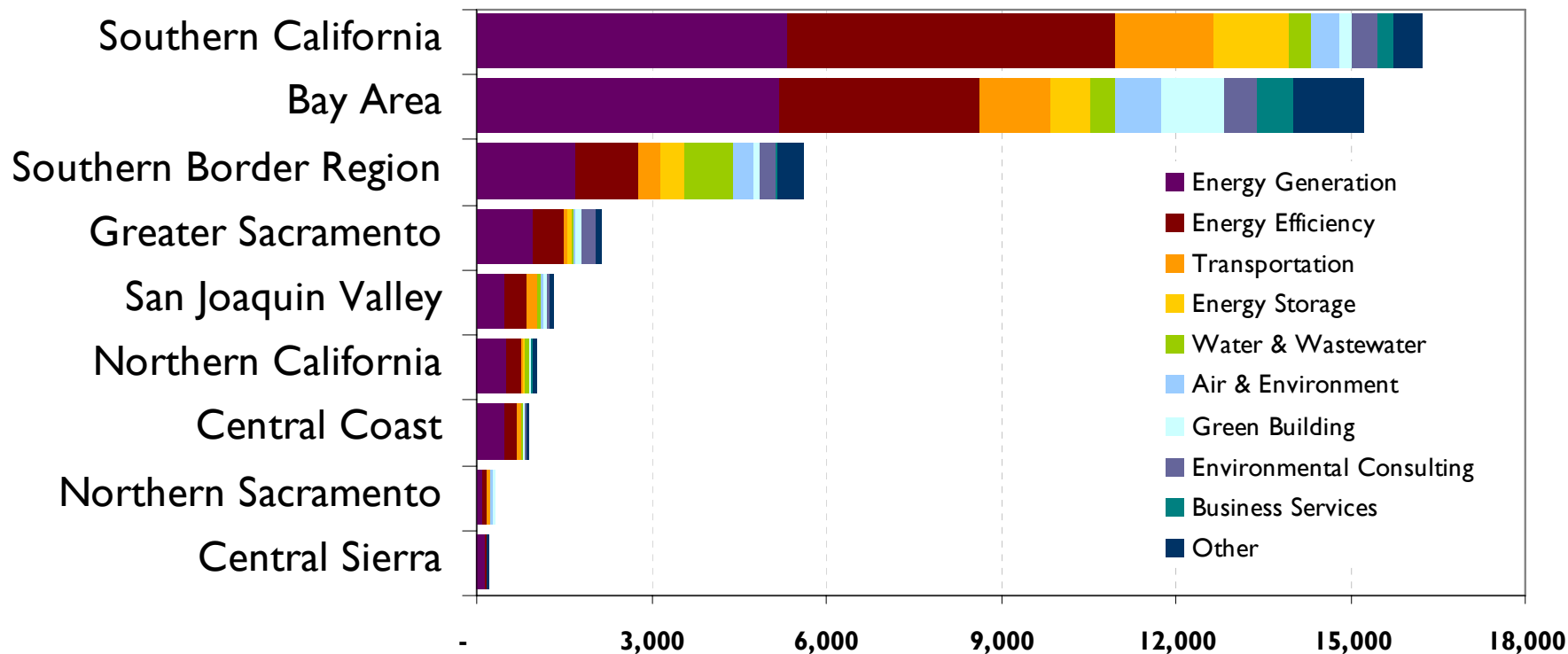
Other includes all other segments representing less than 2% of establishments.

Source: National Establishment Time Series

Analysis: Collaborative Economics

GREEN EMPLOYMENT BY CREP REGION

Employment in Current Establishments



Other includes all other segments representing less than 2% of employment.

FOR MORE INFORMATION

- The draft monograph is available on the Economic Strategy Panel's website at www.labor.ca.gov/panel.
- Janet Maglinte
Research Specialist
California Economic Strategy Panel
janet.maglinte@labor.ca.gov
(916) 327-9064